

TRADE OFFER,

WATSON'S BULBS, FALL, 1896.

PHILADELPHIA, June 1st, 1896.

EAR SIR:

I have now completed my contracts for this season with the
owners of

BULBS AND OTHER FORCING STOCK



"SEVENTOES"

(Claims to be a Mascot)

in Europe, Japan, Bermuda and elsewhere, and have pleasure in submitting herewith my prices for your consideration. I think you will find that these compare favorably with those of any other Bulb Importer.

An experience of 19 years in the Bulb Trade enables me to speak with confidence of the goods I handle. My constant policy has been to secure the best stocks at the lowest rates, and the measure of my success may be judged by my large and constantly increasing trade among the best growers all over the country. A trade among commercial growers can be built up, and held, on but one foundation, *i. e.*,—**Quality**. Low prices and poor stock may

do for a transient business; but first-class stock and reasonable figures are the combination for a permanent success. How to get this combination is not so simple as many people imagine. I have been learning how these 20 years past, and although I cannot pretend to be, in this uncertain world, as cocksure that I "know it all" as some of the new beginners in the business, still I think I may be pardoned for claiming to know a little something. It takes time to find out when to buy, what to buy, and the best sources of supply. I have tried many experiments, and have held fast to everything proved good. That's why I say "**Best stock at lowest prices**," and mean just that. My growers in the different localities abroad are the foremost in their particular specialties, and they as well as myself are constantly on the outlook for improvements, and spare no expense or trouble in placing same within reach of my customers.

I call special attention to my stocks of **Japan Longiflorums**, **Berlin Valley** and **Belgian Azaleas**; these have given the greatest satisfaction, and I strongly recommend them. The Japan Longiflorums which were imported and distributed by me last season were undoubtedly the finest on the market, and my orders this year are already more than doubled at even this early date (June 1st), and I would advise early orders to make sure of these. The price is much lower than Bermuda and the stock is better. And, by the improved shipping facilities, we are now able to deliver in **September**, instead of November and December, as heretofore. My Berlin Valley is the pick of the crop and **true Berlin**. In short, all the other stock I handle is first-class quality, sound, will-ripened and O.K. in all respects.

Your orders will be esteemed and will have careful attention. Let me hear from you **early**.

W.P.
WATSON & CO.
IMPORTERS OF
BULBS FOR FLORISTS,
FANCY GRASS SEEDS,
FIELD & GARDEN SEEDS,
FLORISTS FLOWER SEEDS.

G.C. WATSON
CLAY'S FERTILIZER:
BIRD SEEDS.

43 NORTH 10TH ST.

TRADE
MARK

PHILADELPHIA, PA. U.S.

Business Terms, Etc.

THE PRICES quoted in this list are for those in the wholesale trade, and are binding only for *prompt orders*. All prices (unless otherwise stated) are F. O. B. Philadelphia, subject market fluctuations and unsold. I am only bound to what I formally contract to deliver.

TERMS OF SALE: My terms are those usual in the bulb trade. On general orders I give to customers of approved credit until January 1st, except on *cash* items and special quotations. On other than general orders the terms to customers of approved credit are 30 days, except on cash items and special quotations.

DISCOUNTS: On January 1st bills we allow a discount of 1 per cent per month for prepayment before due; on 30 day bills, 2 per cent. for prompt cash in 10 days.

PAYMENT: All bulb bills are due net January 1st, irrespective of date of purchase, unless special arrangements have been made to the contrary.

REFERENCES: Unknown customers should send cash in advance or first-class references. I cannot ship if the good-standing of the customer is unknown to me.

C. O. D.'s: I do not ship C. O. D. unless a part of the amount accompany the order. *Perishable stock* I positively cannot ship C. O. D. under any circumstances.

WARRANTY: I aim to supply the best and purest stocks of bulbs; sound, well-ripened and in a condition to produce good crops; nevertheless, I cannot be held responsible for the more or less satisfactory flowering of the bulbs, as so much depends on the culture and other circumstances entirely beyond my control. I therefore make all sales under the non-warranty clause adopted by the American Seed Trade Association, and assume that my customers purchase with knowledge of this.

SHIPMENT: All merchandise travels at risk and expense of consignee. I deliver in good order to transportation company, taking their receipt after which my responsibility ceases. Fall stock is usually ready for shipment about as follows:

June :—*Freesias*, plant for Xmas.

July :—*Harrisi*, for first planting.

August :—*Romans*, *Paper Whites*, *Bermuda Longiflorum*.

September 10 :—*Hyacinths*, *Tulips* and other *Dutch Bulbs*.

September 25 :—*Japan Longiflorum*.

October :—*Chinese Narciss*, *Lilies*, *Azaleas*.

November :—*Lily of the Valley*, *Spirea*, *Deutzia*, *Lilac*.

December :—*Tuberoses*.

Where no definite instructions are sent with the order as to time and method of shipment, I use my best judgment in regard to same, but must not be held responsible for delays or other inconvenience caused by choice of route, etc.

COMMISSION SALES: I do not commission cut flowers. Where merchandise such as bulbs and seeds are consigned to me on commission, these receive careful handling on a moderate percentage. I am also prepared to find a market at good prices for all the mushrooms grown by my customers. Only those who buy their mushroom spawn from me direct are entitled to this privilege.

MY SPECIALTIES: I do a jobbing business exclusively and do not keep a retail store. My specialties are:—Bulbs for Florists, Florists' Flower Seeds, Mushroom Spawn, Fancy Grass Seeds, Clay's Fertilizer, Guano, and Bird Seeds. All orders, large or small, receive the same careful attention. Special prices by letter at any time. A trial order respectfully solicited.

Some Reasons Why

Florists should pay more attention to Growing Bulbous Stock.



Most florists know the value of the many varieties of bulbs and roots suitable for forcing, in furnishing a continuous supply of flowers, either cut or in pots, during the whole season; but there are few who avail themselves to the fullest extent of this admirable class of stock. Too many confine themselves to a batch of this or that variety for Easter or Christmas, whereas they might, by planting small lots of many kinds in succession, have a continuous supply all through the season. The room taken up by this method is almost nominal as the pots or boxes can be stored in cold frames and pits and other places where they are out of the way and need only be taken in as they are wanted. Freesias may be planted in this way from June on, following with California Callas, Roman Hyacinths, Paper White Narcissus, Allium, Ornithogalum and other early French Bulbs, and later with Dutch Hyacinths, Tulips, Daffodils, Valley, and other forcing stock.

Rushing the whole crop in at one time has been greatly overdone, until now the prices realized at the holidays are little if any better than during the rest of the season, while the care and expense required to bring the crop in on the dot is much greater. This being the case, it needs little argument to convince any one that extending the period of production and increasing the variety of product will produce better average returns at less cost of production.

In addition to being easily cultivated and taking up little room, another point in favor of this class of stock is the low cost of the bulbs. As the tendency of the times has been steadily towards lower prices, in flowers as in everything else, 'e florist must have stock that he can sell at prices in harmony therewith, and there is nothing that so well fills the bill in all particulars, as bulbous stock. During the past season, Lilies, Romans, Freesias, Hyacinths, Callas, Daffodils, and other bulbs sold well and realized fair prices, in fact, on some items more could have been sold at good figures than was to be got. Indications point to an equally good market next season, and I feel sure that in recommending a more judicious and more liberal planting of the various sorts of forcing bulbs and roots, I am pointing the way to a paying investment. If the stock is properly handled, ready sale at good figures is about as certain as anything in that way can be.

What They Say.

The following letter from one of the largest lily growers in the country is a sample of the general satisfaction Watson's Japanese Longiflorums are giving.



PHOTOGRAPHED MAY 25TH, 1896, BY KNIGHT & DEAKIN, PHILADELPHIA.
PLATE BY PHOTO-CHROMOTYPE CO., PHILADELPHIA.

HOUSE OF JAPAN LONGIFLORUM LILIES GROWN BY
ROBERT CRAIG, PHILADELPHIA, FROM WATSON'S BULBS.

ROBERT CRAIG,

FLORIST,

49th and Market Streets.

Mr. Geo. C. Watson.

West Philadelphia, Pa., May 25th, 1896.

Dear Sir: The *L. Longiflorum* Japanese stock received from you last fall have turned out very satisfactory; there is no trace of disease and no mixture of *Harrisii*; the 7 to 9 bulbs averaged seven (7) blooms to a plant. The growth was clean, healthy and vigorous.

*Your truly,
Rob. Craig.*

Japan Longiflorums.



IN many localities the **longiflorum** is preferred to the **Harrisii**, principally because the flowers have more substance and stand handling and shipping better. Of course, for early forcing the **Harrisii** is the only lily; but for Easter and Decoration Day sales the **Longiflorum** is the favorite. Of recent years **disease** among the stock of **Longiflorum** bulbs received from the island of Bermuda has been a serious evil, and the bulbs have also been badly mixed with **Harrisii**. Under these circumstances importers naturally turned (in their search after sound and pure stock) to **Japan**, the native habitat of the **longiflorum**. It goes without saying that bulbs from this source could have no mixture of **Harrisii** among them; and it

was found from experience that they were **sound and free from disease**. The great difficulty, however, was to get them into the United States early enough in the season to admit of their being forced for Easter;—November and December being the usual time when the first shipments arrived here from Japan. During the past three or four years, however, a great improvement has been effected in this respect. The transportation facilities are now such that the bulbs can be delivered in the United States from the middle to the end of **September**, in ample time for Easter forcing. It may be well to say that this stock requires more time for development than the Bermuda, and those who may plant them for the first time this year should bear this in mind, and plant the bulbs at once on receipt.

 My stock of bulbs are from the same reliable grower in Japan as heretofore, and are offered with the utmost confidence. During the last three seasons these bulbs have given every satisfaction, and my advance orders for the coming season are already (June 1st) much larger than ever before. I print in this issue of my price list a letter from one of the largest growers of lilies in this vicinity (Mr. Robert Craig, of Philadelphia) as an evidence of how this stock is regarded by the practical growers, the men who are noted for being up-to-date, progressive, and the leaders in the business.



REDUCED PRICES FOR 1896. FOR PROMPT ORDERS.

(Case lots furnished at 1000 rates.)

Circumference of Bulbs.	Per Doz.	Per 100.	Per 1000.	Ready for shipment middle to end of Sept.
5 to 7 inches, packed 500 in case,.....	\$.30	\$2.00	\$18.00	Guaranteed all
7 to 9 inches, packed 300 in case,.....	.60	3.50	32.00	Single Crowns.
8 to 10 inches, packed 200 in case,.....	1.00	6.00	55.00	Guaranteed 75% Single Crowns.

Lilium Harrisii (True Bermuda Easter Lily).

My bulbs are from the same grower as I have been dealing with these many years. I pay him more money, but I wouldn't change off for a good deal. Need I say more? I could buy and sell **Harrisii** at less money if I wanted to; but I prefer to take no chances. I find my customers like my style in this matter, and never question my price. Price pretty reasonable too. Isn't that the kind of bulbs you want? Sound, well-ripened, and first-class in all respects!

REDUCED PRICES FOR 1896.

Per Doz. Per 100. Per 1000.

5 to 7 inches (500 to case),	\$.30	\$2.00	\$18.00	August
7 to 9 inches (250 to case),60	3.50	36.00	Delivery.
9 to 11 inches (125 to case),	1.25	8.00	75.00	

 Case lots at 1000 rates.

 **TERMS ON ABOVE:** On general orders, net January 1st; on special orders, net 30 days.

Early White Roman Hyacinths.



Exceedingly dry weather has been experienced in France this season and the yield of Romans will be smaller than usual. Having made my contracts early in the season I am able to offer at reasonable rates so long as stock lasts. Orders should be placed at once, however, and I reserve the right to fill orders pro rata if my growers are unable to fill my contracts in full when the bulbs are harvested. On account of the probability of a shortage orders had better be made liberal.

There are few subjects more useful than the Roman Hyacinth for bouquets, corsage flowers, designs, and floral work generally, and a good supply is indispensable to those who have a steady retail trade. While it is true that in some instances large batches grown and sold on the open market at wholesale have not paid the grower in recent years, yet our low prices this season should make them profitable even for this purpose.

	Per 100.	Per 1000.
FIRST QUALITY BULBS, 11 to 12 cm. (4 $\frac{1}{4}$ to 4 $\frac{3}{4}$ inches)....	\$2 50	\$21 50
EXTRA SIZE BULBS, 12 to 15 cm. (4 $\frac{3}{4}$ to 5 $\frac{3}{4}$ inches).....	3 00	25 00

Terms on Romans:—On general orders, net January 1st; on special orders, net 30 days.

Dutch Roman Hyacinths.

These are becoming popular as a succession to the French Romans. They are a miniature of the ordinary Dutch Hyacinth, and come into bloom from January on. *Red, White, and Blue*, separate or mixed, \$14.00 per 1000, \$1.65 per 100.

Choice Mixed Dutch Hyacinths.

My bulbs of these are from the best Hyacinth Farms in Holland, and are of the highest grade, well-ripened, sound and first-class in all respects. Suitable either for *forcing* or *bedding*.

These bulbs must not be confounded with the low priced, inferior stock offered in some quarters, and largely found in auction rooms and in the hands of inexperienced dealers.

	Per 100.	Per 1000.
SINGLE WHITE mixed.....	\$2 75	\$24 00
" PINK "	2 75	23 00
" RED "	2 75	23 00
" LIGHT BLUE " 	2 75	26 00
" DARK " 	2 75	24 00
" YELLOW " 	2 75	23 00
" ALL COLORS " 	2 50	22 50
DOUBLE " " 	2 50	22 50

Choice Named Dutch Hyacinths.

The superior size and fine quality of the spikes of the choicest selected named varieties of Dutch Hyacinths command for them ready sale at good prices, and most florists who have a pot plant trade will find it will pay them eventually if they make an effort to work up a trade on a **higher quality** basis in the Hyacinth line. Now that the highest grade bulbs are being offered at considerably lower prices, they are coming into very general use for pot plants among commercial florists. Only the best sorts have been included in the following list, and those which I offer may be depended on to produce good spikes and clear distinct colors, thereby insuring an effective display.

PINK AND BLUSH.

		Doz.	100	1000
Gertrude. Rosy pink, large, erect spike of exceptional value for pots or bedding; a splendid forcing.....	<i>Second size bulbs.</i>	\$.60	\$4.00	
		.45	3.00	\$28.00

Gigantea. Rose and blushi, large bells, extra large close truss; one of the best pinks for either forcing or bedding.....	<i>Second size bulbs.</i>	.65	4.25	
		.50	3.25	\$30.00

Norma. Delicate waxy blush pink with darker stripe, large bells, fine spike; one of the best pinks for forcing, very early and extra fine. German florists use this variety largely.....	<i>Second size bulbs.</i>	.60	4.00	
		.50	3.25	\$30.00

ROSY RED.

Cavagnac. Very fine, deep salmon rose, beautiful large bells, large compact spikes; one of the finest deep pinks.....	<i>Second size bulbs.</i>	.75	5.00	
		.50	3.25	\$30.00

Lord Macaulay. Bright rosy carmine, large bells, immense spike; very fine for pot culture as well as forcing.....	<i>Second size bulbs.</i>	.70	4.50	
		.50	3.25	\$30.00

Von Schiller. Deep salmon pink, striped with crimson, large, broad, compact spike; forces easily.....	<i>Second size bulbs.</i>	.75	5.00	
		.55	3.50	\$32.00

DARK RED.

General Pelissier. Rich, bright, crimson scarlet, splendid spike; very early and a great favorite for forcing with the German florists, the best early dark red.....	<i>Second size bulbs.</i>	.75	5.00	
		.55	3.50	\$32.00

Robert Steiger. Fine deep crimson; large, compact truss.....	<i>Second size bulbs.</i>	.60	4.00	
		.50	3.00	\$28.00

Veronica. Bright crimson, extra fine, large spike; splendid color for bedding and easily forced.....	<i>Second size bulbs.</i>	.60	4.00	
		.50	3.00	\$28.00

PURE WHITE.

Baroness van Thuyll. Snow-white, fine, large, full, compact truss with many bells; splendid for bedding out and for pot culture, and one of the best whites for early forcing.....	<i>Second size bulbs.</i>	.60	4.00	
		.50	3.25	\$30.00

Grand Vedette. Pure white, large bells, extra large spike; very early, one of the best forcing sorts.....	<i>Second size bulbs.</i>	.60	4.00	
		.50	3.25	\$30.00

La Grandesse. Pure white, extra large bells, compact truss.....	<i>Second size bulbs.</i>	.80	5.75	
		.60	3.75	\$34.00

BLUSH AND TINTED WHITE.

Grandeur a Merveille. Finest blush white, extra fine large truss; it is the best blush white: there is no better variety of this color to grow in quantity.....	<i>Second size bulbs.</i>	.60	4.00	
		.50	3.25	\$30.00

Lord Gray. Rosy white very early and free-blooming; very fine.....	<i>Second size bulbs.</i>	.75	5.00	
		.55	3.50	\$32.00

Voltaire. Pale blush white, fine spike of large bells.....	<i>Second size bulbs.</i>	.60	4.00	
		.50	3.25	\$30.00

PORCELAIN AND LAVENDER.

Czar Peter. Light porcelain, blue shaded lavender, large bells, grand spike; one of the finest hyacinths of this color.....	<i>Second size bulbs.</i>	.80	5.75	
		.55	3.50	\$32.00

Lord Derby. Pale porcelain blue, large, fine, broad spike, splendid.....	<i>Second size bulbs.</i>	.75	5.50	
		.55	3.50	\$32.00

La Peyrouse. Fine light blue, large bells, fine large spike; a splendid variety for bedding out and a great favorite for forcing, very early.....	<i>Second size bulbs.</i>	.65	4.25	
		.50	3.25	\$30.00

BRIGHT BLUE.

Charles Dickens. Bright blue, shading porcelain, excellent spike, large and compact; unexcelled for either bedding or pot culture, and very good for forcing.....	<i>Second size bulbs.</i>	.60	4.00	
		.50	3.25	\$30.00

Grand Maitre. Grand large spike, pure ultramarine blue, shaded porcelain, strong grower.....	<i>Second size bulbs.</i>	.65	4.25	
		.50	3.25	\$30.00

Leonidas. Clear bright blue, handsome large spike, early.....	<i>Second size bulbs.</i>	.65	4.25	
		.50	3.25	\$30.00

INDIGO AND PURPLE.

Baron van Thuyll. Deep violet blue, extra large compact spike; very early and fine for forcing.....	<i>Second size bulbs.</i>	.60	4.00	
		.50	3.25	\$30.00

King of the Blues. Rich dark blue; the finest of the deep blues extra large, well furnished, broad spike with large bells, erect and extra fine for pots.....	<i>Second size bulbs.</i>	.70	4.50	
		.55	3.50	\$32.00

Marie. Deep purple blue, with light blue stripe, extra good compact and large truss; a splendid variety for pots.....	<i>Second size bulbs.</i>	.60	4.00	
		.50	3.25	\$30.00

YELLOW.

Ida. Pure bright yellow, large fine spike; the best pure yellow for early forcing.....	<i>Second size bulbs.</i>	.80	5.75	
		.60	4.00	\$33.00

La Pluie d'Or. Pale yellow, good truss. Late.....	<i>Second size bulbs.</i>	.60	3.75	
		.45	3.00	\$28.00

King of Holland. Finest orange yellow, large bells and spike.....	<i>Second size bulbs.</i>	.70	4.50	
		.55	3.50	\$32.00



Double Narcissus Von Zion.

Narcissus (Daffodils).

These hold the affections of the flower-loving public like few other flowers ; their popularity increases yearly and the quantity now forced is enormous. Their graceful habit, delicate fragrance and variety of form and color are delightful, and they are always in demand for bouquets, vases, personal wear and floral work generally. Easily cultivated ; quick and sure bloomers. The low cost of the bulbs and the increasing demand should warrant liberal planting.

COFFEE CUP VARIETIES.

	Per 100.	Per 1000
Princeps, large yellow trumpet, sulphur white perianth.....	\$1 25	\$10 00
Ard Righ (Irish King), pure yellow, wide fringed trumpet.....	5 00	45 00
Trumpet Major, soft yellow.....	1 25	10 00
Horsfieldi (King of Daffodils) trumpet golden yellow ; white perianth....	3 25	30 00

TEA CUP VARIETIES.

Incomparabilis, primrose perianth, sulphur crown.....	85	7 00
" " Stella, pure white perianth, yellow crown.....	1 00	8 00
Odorus (Campernelle Jonquil), large, clear yellow, flowers with well opened, recurved crown, two or three flowers borne on each scape	75	5 00
Odorus Rugulosus (Improved Campernelle Jonquil), larger and finer than the common Campernelle.....	85	7 00

TEA SAUCER VARIETIES.

Poeticus (Poets' Narcissus), pure white, with red crown, fragrant, medium forcing.....	40	3 00
Poeticus Ornatus, a month earlier than Poeticus, flowers beautifully rounded and of good size, the best for forcing.....	1 00	8 00
Jonquilla (Single Sweet Scented Jonquil), small, deep yellow flowers, very fragrant, good for pot culture.....	50	4 00
Paper White Grandiflora (Polyanthus Narcissus), clusters of pure white flowers, used in immense quantities for cutting ; the bulbs offered are the true grandiflora (large flowering), grown in the South of France ; ready for delivery in August.....	1 00	8 00
Chinese Narcissus, white with yellow tinted cup, in clusters ; a very popular variety from China, where the natives grow it in a way that produces immense bulbs that flower freely in water. I import direct from China and offer the genuine Chinese stock (larger bulbs and bloom better than Bermuda or California stock), 30 bulbs to basket, 4 baskets to bundle ; ready for delivery about October 1st	4 50	40 00

DOUBLE NARCISSUS (DAFFODILS).

Alba Plena Odorata (Poeticus Plenus), pure white like a Gardenia ; very sweet ; an uncertain bloomer ; force very slowly.....	75	6 00
Orange Phoenix (Aurantius Plenus), soft sulphur, crimson center.....	2 00	18 00
Silver Phoenix (Sulphureus Nanus), creamy white, largest double daffodil	8 00	
Jonquilla Plenus (Double Jonquil), small flowers, very double, deep yellow, very fragrant.....	3 50	
Incomparabilis Plenus, yellow, fairly good for forcing, excellent bedding...	75	6 50
Von Zion (Telamonius Plenus), true Dutch stock, extra large bulbs, producing two good flowers each on an average (these must not be confounded with the cheap French and Italian stock, which flower poorly and many of them green centered and malformed). My bulbs are the largest size, sound, well ripened and first class in all respects,—price in accordance (smaller bulbs of the same stock may be had for less).....	1 75	15 50



TULIPS,

FOR FORCING AND OPEN GROUND.

Tulips were overdone and have been largely dropped of late; but last year they were in better demand and the tide seems now to have again turned in their favor. They should pay at the extremely low prices ruling this year.

VAN THOL EXTRA EARLY TULIPS.

	Per 100.	Per 1000.
Single, red and yellow.....	\$.45	\$ 4 00
" scarlet.....	.45	4 00
" rose.....	1 00	8 00
" white.....	1 50	12 00
" yellow.....	1 75	16 00
Double, red and yellow45	4 00
" scarlet.....	1 00	8 00
" carmine violet.....	75	6 00

SINGLE EARLY TULIPS.

Artus, scarlet, fine bold flower.....	\$.65	\$ 5 00
Belle Alliance, brilliant scarlet, extra	1 00	8 00
Canary Bird, clear rich yellow, early, 8 inches.....	1 50	12 00
Chrysolora, pure yellow, large flower, 9 inches.....	1 00	9 00
Cottage Maid, rose-pink, shaded white, choice, 6 inches.....	1 50	13 00
Couleur Ponceau, rose.65	5 00
Couleur Cardinal, rich dark red, bold and distinct, 9 inches....	1 00	8 00
Crimson King, scarlet-crimson, showy, 7 inches65	5 00
Duchess de Parma, orange-red, margined yellow, 9 inches.....	.75	6 00
Jagt Van Delft, pure white, 8 inches.....	.75	6 00
Joost Van Vondel, rosy crimson, slightly pencilled white, large flower, choice, 7 inches.....	1 00	9 00
Kaizer Kroon, crimson-scarlet, gold margined, showy, ex. fine, 9 in.	1 25	10 00
La Reine (Syn., Queen Victoria), white, tinged with rose outdoors, the best low-priced white for forcing.....	.65	5 00
Pottebakker White, pure white, splendid large flower, 8 inches.....	1 50	13 50
Scarlet, extra fine, " " " "	1 00	9 00
Yellow, clear yellow, " " " "	1 50	13 00
Proserpine, rich dark rose, magnificent var., large, extra fine, 8 ins.	2 00	17 00
Rosa Mundi Huykman, rich rose, shaded, 8 inches.....	1 25	10 00
Vermillion Brilliant, true vermilion, extra, 8 inches	2 00	16 50
Yellow Prince (Syn., La Pluie d'or), bright yellow, large showy flower, dwarf, 7 inches	1 25	11 00
All Colors, fine mixed, single.....	.50	4 00
" " choice65	5 00

DOUBLE TULIPS.

Imperator Rubrorum, scarlet-crimson, early, good forcer, 8 inches...	1 50	14 00
La Canleur, pure white, erect, good bedder.....	.75	6 00
Le Blason, delicate rose, shaded white, extra.....	1 50	13 00
Murillo, pale rose and white, excellent forcer, medium early.....	1 65	15 00
Rex Rubrorum, bright red, large and showy, 9 inches.....	1 50	13 00
Tournesol, Red and Yellow, beautiful, splendid forcer, 8 inches.....	1 50	13 00
Pure Yellow, bright golden. " " "	2 50	23 00
All Colors, fine mixed.....	.50	4 00
" " choice mixed.....	.65	5 00

PARROT TULIPS.

Fringed flowers, brilliant crimson and yellow with shades of bright green, gay and effective for beds and borders; late. Choice mix.	1 00	8 00
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DARWIN TULIPS (NEW).

Solid colors, late, excellent for " Decoration Day " work. Choicest mixed	1 25	10 00
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Imported Indian Azaleas,

For Forcing.

Special Low Offer.

The Azalea Plants furnished by me last season were acknowledged by all to be the finest they had ever seen for the money. They were grown for me by the largest Azalea grower in Belgium, and I am offering equally choice stock this year at the same low rates as last season **for immediate orders**. Orders must be sent to me at once, as I only import these plants on order. I do not get any across on chance of selling when they arrive. The margin of profit is too small and the risk too great. For prompt order, I offer for delivery, Fall 1896, F. O. B. Philadelphia, shapely plants, well headed, double and single, all named varieties, leading market kinds, at the following low rates:

	Per doz.	Per 100.	Per 1000.
10 to 11 inches	\$4.75	\$35.00	\$315.00
12 to 13 inches.....	6.00	45.00	405.00
14 to 15 inches.....	8.00	60.00	540.00
16 to 17 inches.....	11.50	85.00	765.00

(6 at doz. rate. 25 at 100 rate. 250 at 1000 rate.)

Extra Large Specimen Plants, 18 to 25 inch heads, \$3.00 each.

Please note that the above is a specially low offer for import orders only.

Ready for delivery in October.

Freesia Refracta Alba.

The Freesia is one of the most profitable bulbs we know of for the commercial florist. The bulbs are ready for delivery in June, and can be planted at intervals, so as to give a succession during the season. The bulbs are now remarkably cheap, and the flowers are exceedingly popular and command ready sale at all times.

I am pleased to say my supplies this season are the largest and finest I ever had and the prices the lowest.

	Per 100.	Per 1000.
Good Flowering Bulbs, $\frac{1}{4}$ inch to $\frac{3}{8}$ inch diameter.....	\$.40	\$3.00
First Size Bulbs, $\frac{3}{8}$ inch to $\frac{1}{2}$ inch diameter.....	.60	4.50
Extra Selected Bulbs, $\frac{1}{2}$ inch to $\frac{3}{4}$ inch diameter.....	.75	6.00

California Grown Callas.

California grown bulbs of the Calla are preferred because they are grown under favorable conditions as to early ripening, and when planted in August and September are more healthy and vigorous and give more flowers than home-cured stock. Ready for delivery in August.

	Per doz.	Per 100.
First Size, $1\frac{1}{4}$ inches to $1\frac{1}{2}$ inches diameter.....	\$.75	\$5.50
Selected Bulbs, $1\frac{1}{2}$ inches to $1\frac{3}{4}$ inches diameter.....	1.25	7.50
Extra Selected, $1\frac{3}{4}$ inches to $2\frac{1}{2}$ inches diameter.....	1.50	9.50

Watson's XX Berlin Valley.



Lily of the Valley.

Size and consequently good quality in the flowers of the Lily of the Valley depend entirely on the cultivation and the attention given to the preparation of the crowns. Immense quantities of these are annually imported from Germany to meet the demand for forcing purposes in this country. It is important to observe that those coming from Berlin are far better for early forcing than those received from Hamburg. The latter are generally much larger, but for some reason they cannot be depended on to start well before January at the earliest.

For this reason Berlin pips are to be preferred for early forcing. They should be planted rather thickly in pots or boxes, and a little soil or cocoanut fibre lightly shaken among

the roots, but not over the tops. The tops should be covered with moss. Another plan is to insert them similarly in propagating frames. The roots do not grow during this period, consequently it is immaterial which method is adopted.

Plunge in a bottom heat of about 85 degrees, and if possible, maintain a surface temperature of 10 degrees less. This encourages the production of flowers and leaves at the same time—conditions not readily obtained with the earlier supplies. If pots or boxes are used, empty ones of a similar size may be inverted over them, to keep the crowns in a darkened position. This is considered beneficial in assisting to start them into growth. When close frames are used similar conditions may be secured by covering the sashes so as to exclude the light. It is important that the soil be placed as lightly as possible round the roots, in order that the heat may pass readily through it. Water of the same temperature should be given often enough to keep the whole well moistened. Bottom heat from an enclosed water tank with pipes lying in it is always more evenly distributed and not of such a drying nature as when the pipes are amongst the plunging or draining material. The very earliest batch not unfrequently fails; but if the crowns are good, and proper attention is given in forcing, each of the later ones may generally be relied upon to produce good flowers. An excellent plan for obtaining leaves, is to put in a few small one-year crowns along with the large three-year crowns.

I have had careful tests made during recent years of pips from the best growers in England, France, Denmark, Holland and Germany, and find that the Berlin pips are the best all round, consequently I have every confidence in offering "**Watson's XX Berlins**" as the best on the market. I pay my grower extra money to get the pick of the stock and know that they will give my customers satisfaction. Considering the quality of the stock my prices are very reasonable. The cases contain 2500 pips each. Ready for delivery about November 20th.

Single Cases (2500) at \$9.00 per 1000.

Five Cases or over " \$8.50 "

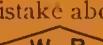
Miscellaneous Bulbs.

	Per 100.	Per 1000.		Per 100.	Per 1000.
Amaryllis Formossissima.....	\$ 6 00		*Lilac, Marly Rouge	\$25 00	
" equestris	6 00		" The Lilacs offered are specially grown for forcing (imported plants)		
" Johnsoni.....	15 00		Oxalis Single Yellow.....	1 00	\$ 8 00
*Allium Neapolitanum.....	75 5 00		" Double "	2 25	20 00
Anomatheca cruenta.....	1 CO	8 00	" Versicolor	1 00	8 00
Anemones, single mixed.....			" Deppi, light crimson..	1 00	8 00
" double "			" Hirta rosca.....	1 00	8 00
Chionodoxa lucillae	75 6 00		" Bowiei, clear red	1 50	12 00
Crocus, separate colors	30 2 50		" Arborea alba	2 00	
" mixed.....	25 2 00		" Bermuda Buttercup, yellow, very free.....	2 50	23 00
" yellow	40 3 50		Oxalis, mixed.....	50	4 00
Clematis Jackmani, 1 year...	15 00		*Ornithogalum Arabicum ..	1 50	13 00
" " 2 years...	25 00		Paeony, choice mixed.....	9 00	
*Deutzia gracilis.....	10 00	90 00	" Rubra plena (officinalis)		8 00
*Dielytra spectabilis	3 00	25 00	Paeony, Alba plena.....		14 00
Eucharis Amazonica.....	12 00		" Rosea plena.....		10 00
*Gladiolus, Shakespeare.....	6 00	50 00	" Tenuifolia plena.....		16 00
* " The Bride	75 5 00		*Spirea Japonica, well budded	4 00	35 00
Iris, English, mixed	1 00	8 00	" Compacta multiflora...	5 00	45 00
" Spanish, "	40 3 00		* " Astilboides	5 00	45 00
* " Wm. III, yellow	1 25	10 00	* " " floribunda (new)	8 00	75 00
* " British Queen, white.....	1 25	10 00	*Spirea plumosa alba (new)..	12 00	
*Iris, Spanish, Louise, white and light blue.....	1 50	12 00	Snowdrops, Single.....	75	6 00
* " The Spanish Iris can be forced slowly for Easter and Decoration Day.			" Double.....	1 25	10 00
*Lilac, Marie Legraye.....	25 00		Scilla Sibirica.....	50	4 00
* " Chas. X	25 00		Watsonias, mixed.....	6 00	

*Varieties marked with a star are suitable for forcing and have been specially grown for that purpose.

Watson's English Mushroom Spawn.

THE  BRAND.

I am now booking orders for August delivery. Have your order in early to insure delivery on time. Make no mistake about your mushroom spawn, get the right article to begin with. My  brand is always fresh, full spawned, and reliable, unsurpassed in quality and can be thoroughly relied on to produce a fine crop of the best mushrooms. My stocks are the largest and freshest in the country and I sell at rock bottom rates for first quality spawn. Guaranteed the best in the world.

Price Reduced.



The first shipment is due to arrive at this port about the 25th of August. I shall be pleased to book your order now and will guarantee delivery from first shipment if I hear from you at once. Price \$6.50 per 100 pounds, \$60.00 per 1000.

MUSHROOM GROWING.

A Profitable Industry for FLORISTS, GARDENERS and TRUCKERS.

PENNROCK CO.,

FLORISTS.

325 Market Street.

PHONE 575.

Wilmington, Del., 26th May 1896

Mr Geo C Watson
Dear Sir

The "H.P." brand of
Mushroom spores we bought of you last
season was very satisfactory both in
price and quality. The mushrooms were
produced in great quantities, were all large
& firm & nearly all were of the white top
variety which we find sells readily here
the price of 12¢. We shall certainly give
you a large order this season.

Yours truly
Pennrock Co.
pd

With careful attention to
the details of culture there is
probably no crop more easily raised
than mushrooms; there
is certainly none that will give
better returns for the outlay.
The demand for good mushrooms
is practically unlimited,
and good prices can always be
realized. When it is considered
that we are still importing mill-
ions of pounds of canned mush-
rooms, and paying high prices
for same, notwithstanding the
fact that the canning process
robs this delicious esculent of
much of its flavor, it will be
readily apparent why this mush-
room growing industry has de-
veloped so rapidly among the
florists, truckers and others in
this country. The increasing in-
terest that is being taken in the
mushroom as a profitable market
crop has enabled me to greatly
extend my facilities for the sup-
ply of reliable spawn, which is
the foundation for a successful
crop; my trade now extends
from the Atlantic to the Pacific,
the leading growers all over the
United States and Canada using
my brand exclusively.



Photographed Feb. 25th, 1896, by Robt. Kift, Esq., Philadelphia.
Part of Bed of Mushrooms at greenhouses of The Penn Rock Co., Silverside, Delaware.

MUSHROOM CULTURE.

The details of mushroom culture are concisely given in my 24 page booklet which I will send free to buyers and intending buyers of spawn; to others the price is ten cents.

I have also pleasure in announcing that I can furnish Mr. William Falconer's book. Mr. Falconer is a recognized authority on mushroom culture, and his book entitled

"MUSHROOMS: How to grow them,"

is the most elaborate complete and practical ever written, and should be in the hands of all who grow or intend to grow largely for the market. Price \$1.50. *Watson's special price \$1.35 by mail, postpaid, on receipt of price.*

I can also furnish Mr. William Robinson's English work on the same subject:

"MUSHROOM CULTURE: Its Extension and Improvement,"

which is a well-bound little book of 170 pages, and is freely illustrated. Price 65 cents. *Watson's special price 50 cents by mail, postpaid, on receipt of price.*

Raffia First quality, long Madagascar, fresh consignment just arrived by the S. S. "M.ine;" quality must not be confounded with the "short" stock offered in some quarters. Per pound, 15 cents; per 100 pounds, \$11.00.



Lemon Oil Insecticide,

SOLUBLE IN WATER.

Directions For Use With Each Can.

This new Insecticide is introduced for the first time in the United States, but has been for some time a marvelous success in England. It is a sweet-smelling, milk-white soapy wash that can be trusted in the hands of the most careless operator, as they cannot get wrong, being perfectly safe and harmless to the tenderest foliage and roots. It effectually destroys mealy bug by syringing or dipping. It also destroys scale, thrip, red spider, black and green fly, caterpillar, American blight, mildew, &c.

Many testimonials have been received from well-known Growers who have tried and used Lemon Oil. I append two as a fair sample of the universal verdict :

49TH AND MARKET STREETS, PHILADELPHIA, PA., Jan 10, 1895.

Dear Sir:—The "Lemon Oil" Insecticide sent me for trial has proven very effectual for killing mealy bug, red spider and greenfly; we diluted it according to directions and dipped the affected plants in the solution; it killed mealy bug on coleus without injur to the plants; it is also very useful for loosening the black scale on palms, so that they may easily be washed off with a sponge; for the latter purpose it is the best thing that I have tried.

Yours truly,

ROBERT CRAIG.

TARRYTOWN-ON-HUDSON, July 3, 1895
Dear Sir:—Yours in reference to "Lemon Oil" is at hand. We will offer it in our 1896 catalogue, as we find it the best thing of the kind we have ever used. It is safe and efficacious. We shall take pleasure in recommending it to our customers, and hope to sell quite a quantity.

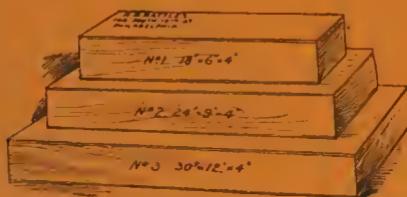
Very respectfully,

F. R. PIERSON CO.

Half pint, 25 cents; Pint, 40 cents; Quart, 75 cents; Half Gallon, \$1.25;
Gallon, \$2.00; Five Gallons, \$9.00; Ten Gallons, \$17.50.

Cocoa Fibre The best material for drainage, raising seeds, etc.
Per bushel, 50 cents.

The Grower's Box for Cut Flowers The grower who carries his flowers to market should not be a day without our "Grower's Box." This box has now been two years on the market, and grows more popular every day. Extra strong for its weight, braced with cleats outside and inside; has strong brass corners; is the right size and shape for a commercial box; heavily shellaced and absorbs no moisture. No. 1, size 36 x 12 x 6 inches, in sets of 3, per set, \$2.70; No. 2, size 30 x 12 x 6 inches, in sets of 3, \$2.55 per set.



The Retailer's Box.

No. 1, 18' x 6' x 4',	per 100,	\$11.25;	per doz.	\$1.65.
No. 2, 24' x 9' x 4',	"	20.00;	"	2.70.
No. 3, 30' x 12' x 4',	"	22.50;	"	3.00.

The Retailer's Box The Retail Florist requires a neat wooden box to ship orders by express; a box strong enough to stand some knocks. Here it is, smooth, well finished, lock-cornered, in three sizes, as approved and adopted by H. H. Battles, Joseph Kift and Son, and other prominent Philadelphia florists. Light, strong, well finished, and the best thing of its kind up to date. The stock is well-seasoned poplar, $\frac{1}{4}$ inch, $\frac{3}{8}$ inch and 5-16 inch in thickness.

Printing

Your name and address on each box free in lots of 50 or over; in smaller lots add 25¢ for printing.

Clay's London Fertilizer

in their flowers, plants and vegetables, and entirely different from all chemical \$6.00 net.

This world-famous fertilizer is indispensable to those who desire the highest perfection. Composed of concentrated animal matter manures whatever. Per bag (112 pounds),

Guano—Genuine "Lobos" Imported from South America; offered in the original bags; no manipulation. Per ton, \$45.00; per pound (in less than 5 bag lots), 3 cents. Bags run from 170 to 200 pounds each.

ORDER BLANK FOR WATSON'S BULBS, ETC.

1896

DEAR SIR:

Please book my order for the following at the prices and terms mentioned in your Trade List for Fall of 1896, and oblige,

..... Signature.

..... Address.

Ship via

To

NUMBER	VARIETY	PRICE

ORDER BLANK FOR WATSON'S BULBS, ETC.

(CONTINUED.)

NUMBER	VARIETY	PRICE

 DETACH THIS BLANK AND USE IN ORDERING.